



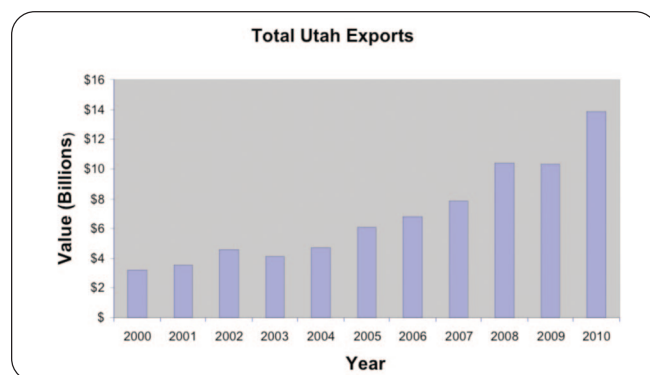
## INTERNATIONAL TRADE AND DIPLOMACY

As Utah-based companies prepare to expand operations in other countries, the International Trade and Diplomacy Office (ITDO) provides assistance in securing global business connections — building Utah brands and increasing trade around the world.

We help Utah businesses connect with international contacts, recruit global investors, explore new partnerships and attract a worldwide audience. Through building relationships around the globe, our goals are simple: grow Utah's economy, create jobs and boost Utah's international presence.

### Opening Doors Through Diplomacy

ITDO serves as the state's diplomacy advisor and leverages diplomatic contacts to develop and expand foreign markets for Utah companies. ITDO hosts dozens of foreign trade visitors and many foreign business representatives each year. Through developing partnerships and alliances, the state benefits from international promotion of its business community and attraction of international investment.



*Governor Herbert and Mayor Zhao sign technology cooperation memorandum of understanding (MOU), April 2011.*

### Strengthening International Trade For Utah Companies

ITDO fulfills its mission in Utah by:

- Introducing Utah companies to international business
- Preparing Utah companies to work in global markets
- Connecting Utah companies to international partners
- Developing informed leadership and constituency for international trade in Utah

ITDO fulfills its mission internationally by:

- Recruiting foreign investors
- Connecting Utah businesses to global partners
- Promoting Utah's economic sectors
- Educating foreign audiences about Utah's technological opportunities

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